

LaCroix Sparkling Water: Refreshing the Brand

An Honors Thesis (HONR 499)

by

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Abstract

A brand is a name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers. When it comes to branding or marketing a product or service, the first component to think of is the target audience. LaCroix Sparkling Water is a popular, healthy beverage among millennials, but not so much Generation X or the Baby Boomers. This thesis includes an overall strategic communications and branding campaign on a potential rebrand of LaCroix Sparkling Water, adding more advertising elements to reach the intended audience.

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